

This proposal is designed for **entrepreneurs, retail investors, and local business owners** who want to own a piece of the KRS brand. The focus is on **low-risk inventory management, high-tech retail, and the "Amul-style" scalable brand equity**.

Franchise Opportunity: The KRS Branded Outlet Network

"Freshness You Can Trust, A Brand You Can Own."

Subject: Invitation to Own a "Kishan Retail Sathi" Branded Store

Mission: Establishing 1,000 Premium, Tech-Enabled Green Grocers per State.

1. The Vision: The "Amul" of Fresh Produce

The Indian vegetable retail market is disorganized, unhygienic, and lacks price transparency. **Kishan Retail Sathi (KRS)** is changing this by launching a national network of branded outlets that offer **farm-fresh, cold-chain-maintained produce** at competitive prices.

As a KRS Franchisor, you aren't just opening a vegetable shop; you are launching a **tech-enabled health and wellness destination** for your community.

2. The KRS Advantage: Why Our Franchisees Win

I. The Zero-Hassle Supply Chain

- **No Mandi Visits:** You never have to wake up at 4 AM to haggle with wholesalers. We deliver premium, graded produce directly to your doorstep every morning.
- **Farm-to-Store in Hours:** Our "Cluster Logistics" ensures your inventory is fresher than any local vendor or supermarket.

II. Proprietary Cold-Crate Technology

- Unlike traditional stores where 20% of stock wilts by evening, our outlets use **KRS Cold Crates**. These specialized storage solutions extend the shelf-life of your inventory, significantly reducing "shrinkage" (wastage) and protecting your margins.

III. AI-Driven Inventory Management

- Our app tells you exactly what to order based on local demand patterns. You don't have to guess; our **AI Forecasting** minimizes overstocking and stock-outs.

IV. Brand & Marketing Support

- **Digital Campaigns:** We run hyper-local social media ads to drive customers to *your* specific location.
 - **Uniformity & Trust:** From shop signage to staff uniforms and digital billing, the KRS brand ensures customer trust and repeat footfall.
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3. Business Model & ROI

Feature	Details
Store Formats	KRS Mini (Kiosk/Mobile), KRS Standard (Retail Shop), KRS Hub (Shop + Delivery)
Investment	Low-to-moderate (covers branding, cold crates, and initial inventory).
Revenue Streams	In-store retail sales + App-based home delivery + B2B supply to local cafes.
Operational Ease	Full digital billing, inventory tracking, and automated re-ordering via the KRS App.
Margins	Competitive margins protected by the elimination of all middlemen.

4. Technology at Your Fingertips

Every store is equipped with the **KRS Retailer Dashboard**, allowing you to:

- **Track Sales in Real-Time:** Monitor your daily profits from your smartphone.
 - **Blockchain Transparency:** Verify the source of every fruit and vegetable—tell your customers exactly which village their food came from.
 - **Customer Loyalty:** Manage discounts and "Sathi Member" loyalty points digitally.
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5. Who are we looking for?

We are seeking "**Agri-Entrepreneurs**"—individuals with a passion for quality, community health, and professional retail management.

- Young entrepreneurs looking for a tech-backed business.
 - Existing shop owners wanting to upgrade to a modern, branded system.
 - Women entrepreneurs (In line with our **Women-Led leadership** values, we offer special support for women-owned KRS outlets).
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6. The Roadmap to 1,000 Stores

We are starting our journey in **Odisha**. By joining now, you secure a "First-Mover" advantage in your territory before we expand Pan-India.

Apply for a KRS Franchise Today:

Visit: www.kisanretailsathi.com/franchise

Call: +91-7854954845

Email: franchise@kisanretailsathi.com
